



P.O. Box 248 • 81-6581 Mamalahoa Highway • Kealahou, Hawaii 96750  
toll free: 888-592-5662 • t: 808-323-2862 • f: 808-323-2584 • www.greenwellfarms.com

## FARM TO CUP EXPERIENCE

Greenwell Farms legacy lands and the discerning process of hand picking every bean combine to produce a notable quality in every cup.

Immerse yourself in the farm to cup experience at Greenwell Farms. Daily free half hour tours explore how Kona coffee is grown, processed and roasted. Guests are treated to samplings of the various roasts offered.



### Greenwell Farms History:

Greenwell Farms is situated on prime land at an elevation of 1,500 feet adjacent to the ancestral home of Henry and Elizabeth, which is now occupied by the Kona Historical Museum.

Henry Greenwell is also remembered for launching Kona coffee into the European market in the 1870's. In 1873, while participating at the World's Fair in Vienna he was awarded a 'Recognition Diploma' for his Kona Coffee by the President of

the Kaiser's Exposition.

The family tradition continues today, over 150 years later, with fourth-generation farmers Tom and Jennifer Greenwell, who continue to maintain the tradition of high quality Kona coffee at Greenwell Farms. Greenwell Farms is a working Kona coffee farming and processing company. Greenwell Farms offers tours of its coffee farm and processing facilities highlighting the century old Arabica coffee trees and the various tasks involved in hand-picking and processing of the coffee cherry. Tours culminate at the Greenwell Farms Store where visitors can sample various roasts and Kona coffee products are available.



### Take a free Kona coffee Farm tour at Greenwell Farms:

Come up *mauka* (towards the mountain) and see how Kona coffee is harvested and processed. Greenwell Farms offers free farm tours continuously from 8:30am through 4:30pm Monday through Sunday.





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## Story Ideas

- What was Hawaii like in the 1850's when Greenwell Farms was started? Kamehameha V was King of the Hawaiian Islands; whaling would shortly be replaced by sugar as the next big industry. Kona coffee has been produced for over 20 years at this time.
- History of the ahupuaa of Kalukalu in Kealahou and its ties to Greenwell Farms today.
- When Henry Nicholas Greenwell arrived in Kona the 1850's, he devoted himself to the improvement of the Kona District up until his death in 1871.
- Agricultural Sustainability is practiced today at Greenwell Farms just as it was in the 1850's. Yesterday's sheep, cattle and citrus have been replaced with Kona coffee, vanilla, pepper and cacao.
- Quality in the cup is what makes Greenwell Farms coffee special. Greenwell Farms coffee is described as well balanced, full-bodied and moderately acidic in the cup. It begins with a rich aroma and ends with a smooth, lingering aftertaste and has a sweet, almost chocolate like undertone.
- What role does Kona coffee play in today's culinary scene? Greenwell Farms Kona coffee compliments both sweet and savory dishes.
- Farm Land Management – the next business phase for Greenwell Farms.
- Where are Kona's future farmers? Examine the Konawaena High School Agricultural Department long-term relationship forged with Greenwell Farms.

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### Greenwell Farms Contact

Tom Greenwell, President  
Greenwell Farms  
T: 808.323.2862  
[tom@greenwellfarms.com](mailto:tom@greenwellfarms.com)

### Media Contact

Laura Aquino  
Current Events  
T: 808-326-7820  
[laura@current-events.com](mailto:laura@current-events.com)